

2018 Monitor Editorial Calendar

Now in its 45th year, *Monitor* is the most widely read independent trade publication in the equipment finance and leasing industry. In 2018, each *Monitor* issue will be delivered in print, digital and mobile formats.

ISSUE	DEADLINES	TOPIC/FOCUS	BONUS DISTRIBUTION
JAN/FEB	SPACE: 1/29 MATERIAL: 2/2	ASSET MANAGEMENT ISSUE <ul style="list-style-type: none"> Asset Manager's Roundtable Underwriters' Perspectives 2018 Outlook 	ELFA Equipment Management Conference
MAR/APR	SPACE: 3/12 MATERIAL: 3/16	TOP 25 INDEPENDENTS <ul style="list-style-type: none"> Annual Ranking of Top 25 Funding Sources/Capital Markets Buy Side Update 	ELFA Annual Funding Conference ELFA/IMN Investors Conference
MAY/JUN	SPACE: 4/23 MATERIAL: 4/27	VENDOR FINANCE <ul style="list-style-type: none"> Annual Vendor Rankings Vendor Execs Share Insights Effective Program Management 	
MON 100	SPACE: 6/11 MATERIAL: 6/15	2018 MONITOR 100 <ul style="list-style-type: none"> Spotlight on New Arrivals, Leadership Comprehensive Analysis & Dimensioning Ranking by Assets, Volume & More 	Various Industry Conferences Throughout the Year
JUL/AUG	SPACE: 7/23 MATERIAL: 7/27	TOP BANK 50/TECHNOLOGY <ul style="list-style-type: none"> Annual Ranking of Top U.S. Bank Affiliates Views from Technology Leaders Mid-year Update 	NEFA Funding Symposium
SEPT/OCT	SPACE: 9/17 MATERIAL: 9/21 *SPACE: 9/10 *MATERIAL: 9/14	2018 FALL CONFERENCE ISSUE <ul style="list-style-type: none"> NEW: Executive of the Year Award Leaders Discuss Events that Shaped the Industry Special Pullout: 2019 Services Directory* 	ELFA Annual Conference NAELB Western Regional Conference
NOV/DEC	SPACE: 11/5 MATERIAL: 11/9	ANNUAL INDUSTRY ISSUE <ul style="list-style-type: none"> Major Asset Class Analysis Market Share Leaders What's in Store for 2019 	Various Industry Conferences Throughout the Year

Bonus distribution is subject to change.

MONITOR EXCLUSIVE FEATURES

In addition to timely cover stories and articles, every issue of *Monitor* features the following reader favorites

- UPFRONT:** Top industry news, commentary, updates, personnel moves, program agreements and more
- EXECUTIVE PROFILE/NEW ON THE SCENE:** Every issue includes exclusive interviews with industry leaders and/or new players
- GREASING THE WHEEL:** Insights and commentary on enhancing sales performance
- TIPPING THE SCALES:** Articles from the legal side on how to improve lease/loan documentation

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